



MWR THEME OPERATIONS

October 2005

Welcome

With the recent hurricane disasters in Louisiana, Mississippi and Texas, we're once again reminded to be truly thankful for what's really important in our lives, and that's the people around us. That single driving thought needs to go beyond our immediate family and include caring for both our guests and our team members. Exceptional guest service has and always will be critical in distinguishing you from your competition. Our guests are "our military family" and deserve to be treated with exceptional service. Our team members are also an extension of us and an integral part in building those relationships by serving those who serve our great country. Along those lines and to keep on providing our military and their families' exceptional guest service we've added a "Guest Service Tip of the Month" section to our newsletter. Please be sure to look for it in each month of "E-News".

On another note, we continue to fine-tune the upcoming Unit Managers Conference scheduled for 5-10 February 2006 at the AFRC Shades of Green. This year we'll showcase menu items from our Java Café and Habanero "Fresh-Mex Grille" brands during the conference breaks and luncheons. More conference information is in this issue.

Finally, thank you for serving those who serve and doing a great job of it! We have some wonderful success stories out there and we'd like to share them whenever we can. Share your success stories with us!

Roger Weger
Chief, Food Services Division

"Success Story!" The Primo's Express at Picatinny Arsenal, NJ

In our July 2005 issue we highlighted the Grand Opening of the Primo's Express unit at the Frog Falls Aquatic Park. The team set a goal for themselves to sell 1,000 pizzas during the summer season. We're happy to report that the team sold 2,822 pizzas during the season. Total '05 snack bar sales were \$83K compared to the '04 sales mark of \$58K.



Stefanie Kimker (Asst. Manager),
Kerry Deckert (Mgr.), Kim
DePietro, Steve Morley, Rebekah
Crane

"The Primo's Express concept has been a huge success," says Kerry Deckert, Manager. "The CFSC-sponsored training ensured a consistent product, excellent quality and an amazing revenue stream for Frog Falls. Our customers have obviously noticed the difference!"



1st Choice Rewards Program

The new **1st Choice** Frequent Diner program will be launched at quick serve locations in early October. The 1st Choice promotion is a super way to reward your customers for their loyalty by offering them a value based promotion built around the popular Combo Meal menu items. Guests receive a free Combo Meal after purchasing six. Elements include frequent diner cards, banner, table cubes, server buttons, instruction manual and guest rewards. As soon as you receive your shipment, open it, review it, brief your team members on the elements and get started. Get your staff energized to give the cards to their friends and neighbors and ask them to try your restaurant. (POC: Lisa Holland, DSN 761-5212, e-mail Lisa.Holland@cfsc.army.mil)



CFSC Theme Operations Team Members Respond to Katrina

Trace Kea, Theme Operations Program Analyst, drove to the Mississippi Gulf Coast after Hurricane Katrina to help his family salvage what was left from the storm. His mother and sister's homes were completely destroyed. His brother's home is salvageable but had 7 feet of water inside. Trace said "the devastation was unbelievable; entire streets and neighborhoods have been completely wiped out". His family is all OK. They are scattered all along the Gulf Coast staying with friends and family. Trace took a load of supplies to give to the many needy families who lost everything in the wake of the storm.



Supplies headed to Mississippi

George Dickson, Theme Operations Senior Program Analyst, was deployed with the Maryland National Guard to the Gulf Coast for 2-1/2 weeks to aid in assistance efforts to survivors of the hurricane. He is an MP with the 290th MP CO, out of Parkville, MD. The unit deployed on 31 August 2005, to Southern Mississippi. The primary mission of the 290th MP CO was to provide Law Enforcement support to the cities of Hattiesburg and Petal, MS. George said, "Our unit was very busy controlling looters and other criminals." The Gulf Coast region was completely devastated by Hurricane Katrina on 29 August 2005. George is very happy to be back home with his family, and back at CFSC.



Foreground: Remains of Trace's Mother's house.



A common sight in Mississippi



George Dickson, kneeling left, with his MP unit

Grand Openings

Fort Stewart, GA. On 8 September, Fort Stewart Marine Lanes and Strike Zone re-opened after a major renovation. This was a full center renovation that included the restaurant and a totally new décor package for the entire center, to include everything from floor to ceiling, a new game room with neon, track lighting and chameleon flooring with games provided by the Army's Recreation Machine Program (ARMP), new vestibule entrance, new masking units, new restrooms, lane approach refurbishments, new control counter, ball racks, office upgrades, and new furniture throughout the facility. In addition, landscaping and new awnings were installed. The center can accommodate seating for over 400 guests. This number also includes a separate party room that can accommodate 30 guests. This unit marks our 18th Strike Zone snack bar to date and 59th unit overall in our growing family of MWR Theme Operations.



Front: Amanda Bockenstedt, 2nd Row: Luvenia Green, Diane Tarbox, Merrisa Miller, Tammy Carson, 3rd Row: Roger Disbrow, Naomi Brown Michael Amarosa, Idalene Elbert, Lucas Stout, Steve Morley

Fort Story, VA. On 22 September, Fort Story celebrated the grand opening of their renovated bowling center and Strike Zone. The 3,650 square foot, 6-lane facility took approximately 6 months to renovate at a cost of \$250K. Renovations included the dining area with seating for 35, new masking units and wall/floor treatments. Jim Bishop and Dave McCain completed the facelift from back of lanes to the dining room. To save funds, the two men painted, installed new ball returns and masking units, applied woodwork to the walls and laid new floor tile. This unit is the 19th Strike Zone to open and the 60th MWR Theme Operations unit.



L to R: Dave McCain, Roger Disbrow, Pam Davidson, Naomi Falsetto, Anthony Marko, Jeanette James, Jim Bishop-GM

Upcoming Openings

Strike Zone will open in the Fort Eustis Bowling Center on 20 October 2005.

ServSafe Tip of the Month: Dry Storage

Keep storerooms cool, dry, and well ventilated. Moisture and heat are the biggest dangers to dry and canned food. The temperature of the storeroom should be between 50 F and 70 F (10 C and 21 C). Keep relative humidity at fifty to sixty percent, if possible. Use a hygrometer to measure humidity.

Test your ServSafe Knowledge (Answers at end of newsletter)

1. Q. True or False: The longer food stays at 85 F (29 C), the more time microorganisms have to multiply.
2. Q. True or False: When checking the temperature of a roast, insert the thermometer stem into the thinnest part of the product.

3. Q. True or False: Washing and rinsing a cutting board will prevent it from cross-contaminating the next product it touches.

Guest Service Tip of the Month: Service Excellence

This means that everything we do for the guest is related to a service standard that we all understand and agree to perform. Service standards are the operating procedures and priorities that help to ensure guest service. An example of a service standard may be that we read back the order to the guest to double check the accuracy of their order, or we ensure that we go tableside to check on our guests within two minutes of delivering the entrée in our full service operation. Whatever the service standard is the closer we follow them the higher the level of service excellence will be.

The most important thing to understand is that we are in the business of serving our guests and meeting their expectations. They expect high quality, great attitudes, knowledgeable service, teamwork and the gift of friendship each and every time they visit.

Your role as a team member is to create comfort and a sense of being home for the Army family. Think of where you work as your home. Our guests, when they come to our dining operations are visiting our home. Make them comfortable, help them feel welcome and then focus on exceeding their needs. Providing comfort, creating a welcome environment and exceeding needs is at the heart of service excellence.

New Seasonal Promotions

The new seasonal promotion for MWR Theme Operations restaurants will run from September through December with a sandwich and pizza special. The Chicken Cordon Bleu sandwich stacks grilled chicken, sliced deli ham, Swiss cheese and zesty horseradish mustard. The pizza promotion is a bundled deal that is timed for the back-to-school rush and fall sports season. The promotion is called, "Bring Home a Dinner Party Tonight!" It offers a large, three-topping pizza and a dozen wings for \$14.95. The value price is intended to entice new guests who may never have visited our restaurants. It's expected to please both busy families and budget-conscious soldiers. The "loss leader" aims to increase patronage where once in the door guests will likely order additional items, including high-gross profit margin soft drinks. (POC: Sharon Bertschi, DSN 761-5213, e-mail: Sharon.Bertschi@cfsc.army.mil)

Unit Managers' Conference 2006

Please mark your calendars to be in Orlando, 5-10 February 2006 for the annual Unit Managers Conference! Once again we plan to run concurrent training sessions during the conference. These sessions include:

- ServSafe Food Service Sanitation Certification*
- FoodTrak
- Financial Management
- Certified Military Community Executive (CMCE) Certification
- NAF Benefits and Retirement Planning

**Any Conference attendee who has not completed their ServSafe Food Service Sanitation Certification training will be scheduled to attend this session.*

MWR Theme Operations Area Managers will soon be contacting each qualified attendee regarding your plans to attend the conference and schedule your requested training track.

Also, as part of the conference we will offer the International Military Community Executives Association (IMCEA), CMCE review and certification examination. This is an important credential to earn for those professionals working in the MWR career field. See the September edition of E-News for more details on the application process for CMCE. The September edition can be found at: http://www.armymwr.org/home/Show_file.asp?fileID=85.

Transitions

Mr. Pak Tae Yong has returned to Primo's Express at Camp Casey as Manager. For the past year and a half he has held several positions in Area 1.

One Year Anniversaries

Habanero and Primo's Express in Mannheim, Germany celebrate their 1st anniversary on 14 October. Congratulations!

Word of Mouth Advertising You Control: Silence is “Not” Golden: Part 3

Are you, *The Boss*, communicating all you should with your staff, repeat patrons and all the folks you routinely come in contact with? Does your staff know what you're planning for them or are you giving them the silent treatment? Are we leveraging our staff's and guest's ability to tell everyone about our business to our full benefit?

Both within and outside your facility, communicating your core message with frequency is paramount. Part of that message is ensuring everyone possible knows not just what you do on a daily basis, but what special events, features & promotions you have in the works. Both inside and outside your house, make sure you are sharing information on every promotion or event you're planning.

In the last two issues we discussed all the in-house avenues to get your message out. Now for the **OUTSIDE JOB:**

Those Pesky Bosses! - Bosses like to know what's going on in the facilities they are charged with overseeing. So, keep them dialed into what is up and coming in your facility. After all, it's your job to make your boss look good the same as you expect your staff to do for you. Make communicating everything you do for your boss and your guests a routine part of your day and don't worry about who gets the credit. Trust in what you convey, it'll pay dividends beyond your expectations.

Community Leaders- Lest we forget we work in a military world, we must recognize our chain of command and the process of communicating up that chain. Some organizations have a relatively loose system while others encourage a strict adherence to a written standard. All organizations big and small have a culture by which we are judged. Whatever the case may be where you are, first and foremost, don't be the messenger who gets killed because you didn't play by the rules.

Community leaders may or may not have a vital interest in what's happening in your facilities. But remember -- if they don't know, they can't tell anyone. Your leadership spend their days telling people what's going on and what they're planning in all manner of seminars, symposiums, community forums, town hall meetings.....etc. Just like many a politician, they speak for and to people for a living and have a very powerful voice! Do your utmost to get your bosses and bosses' boss to get the word up and out to those who have the truly pervasive and persuasive voices in your community!

Remember, you're in business so keeping information to yourself won't make the sale or move the product. LET YOUR VOICE BE HEARD, TELL SOMEONE....ANYONE..... EVERYONE ABOUT WHAT YOU'RE UP TO TODAY, TOMORROW & EVERYDAY! (POC: *Brad Puterbaugh*, e-mail: Brad.Puterbaugh@cfsc.army.mil)

Getting Back to Basics: Primo's Pizza Sauce

This month in Getting Back to Basics, we're talking about Primo's Pizza sauce. It all begins with one of the most important MWR Theme Operations product specifications we have, and that is **Hunt's Tomato Puree**. This puree was carefully chosen for its excellent viscosity and minimal sugar content. Any substitutions will yield a sauce that will cook and taste much different than the specified **Hunt's Tomato Puree** product.

The next most important ingredient is another MWR Theme Operations specified product; **Nation's Pizza's "My Father's Best Extra Spicy Pizza Seasoning"**. This product can be ordered directly from Nation's Pizza product #0232 and is packed 16 each, 20 oz. packets.

Olive Oil is the last ingredient and any generic Olive Oil brand may be purchased from your Prime Vendor. Just ensure that you're using blended oil that at a minimum 10% of the blend is in fact Olive Oil. So here we go:

1. Empty three #10 size cans of **Hunt's Tomato Puree** into a container no smaller than 18 quarts. Use a spatula to scrape all of the tomato puree out of the cans.
2. Add 6 oz of Olive Oil to the puree in the same container using a 6 oz ladle or measuring cup to more accurately measure the Olive Oil.
3. Fill one of the empty #10 cans with water and pour into a separate container. Add one **Nation's Pizza** spice packet to this water and stir in with a wire whisk to rehydrate the spices. (NOTE: It's important to note that the Olive Oil should not be added into the water as any spices absorbing the oil will then not dissolve in the water or tomato puree and will not blend evenly). Allow the spices to hydrate in the water for at least 20 minutes.
4. Combine the water and spice mixture into the tomato puree and blend thoroughly with a wire whisk. Let this all stand in the refrigerator overnight and the sauce is ready. The sauce should be refrigerated at all times before use maintaining a maximum temperature of 40 degrees.
5. All Primo's Pizza sauce must be used within 72 hours.

And there you have it! By following the steps of this simple recipe you'll soon be producing great batches of authentic Primo's Pizza sauce. (POC: *Jason Henderson*, (703) 508-0438. Jason.Henderson@cfsc.army.mil)

“Striker” Promotes Army Bowling



“Striker”, an inflatable walk-around costume, is CFSC’s bowling pin mascot. “Striker” is a big hit with the young and the young-at-heart and is available to bowling centers to promote special events. The only cost to the installation is freight to return “Striker” to CFSC.

How do you reserve “Striker?” The costume is available for a two week period. Send your request to wanda.arthur@cfsc.army.mil and include the dates you want to use the costume. CFSC will ship the costume to you. Remember, written and video instructions for use, storage and shipping are included with the costume. You MUST read the instructions and view the video before using the costume. Striker has appeared at most of the Strike Zone Grand Opening festivities and is very popular with children. Many marketing staff members have used Striker at the PX and Commissary to hand out Grand Opening information and hype the event. (POC: Wanda Arthur, (703) 681-5202, Wanda.Arthur@cfsc.army.mil)

Hale Ikena Celebrates 6th Anniversary in Style!

Hale Ikena, Mulligan’s and Walter J. Nargorski Golf Course, Fort Shafter, HI celebrated their 6th anniversary on 29 September 2005 with a free evening event for that included appetizers, food stations, hula, golf specials, “Putt for Dough” contest, music and entertainment. “This is our way of saying thank you for supporting us through the past year and making MWR facilities successful.” said Peter Loo, Manager. Also during the celebration week, the daily lunch buffet was priced at the 6th anniversary price of only \$6.00 (normally \$8.95).

Events Division Promotions

The Events Division has some exciting promotions in the works.

- **Spin-to-Win.** Strike Zones will start their Spin-to-Win promotions as soon as they receive their promotion kit.
- **Race to the Rings.** It's coming, the teams are forming, the flags are waving . . . "Army Athletes Race to the Rings" promotion is coming to a facility near you. For more information contact event POC: Kristen.Kea@cfsc.army.mil.
- **Business Manager’s Planning Calendars** have been shipped. If you haven’t received yours, call your BOD/COD or Marketing Director.

Check out www.mwrpromotions.com for information. You can also find the *Business Manager’s Planning Calendar* on this site.

Culinary Competition

Jason Henderson, MWR Theme Operations Executive Chef attended a conference and competition hosted by Nation’s Restaurant News and was selected to be one of twelve chefs who would team to

create three courses from a mystery basket of ingredients. Jason was teamed with Jim Doak R&D Director for Culver's (home of the butter burger) and Brian Kolodziej VP of Culinary for Metromedia Restaurant Group to create a Latin/Caribbean creation to include an appetizer, salad and entree for four judges. The team pulled it off with a stacked salad with veal and fruit sausage, jerk shrimp with pineapple passion fruit salsa on a habanero Johnny cake, and chimi churri steak on vegetables with sweet potato fries and won first place! Way to go, Jason!

Birthday Party Business is Huge!

Children's birthday parties are a lucrative business and your competition knows it. Many businesses involved with children and families are offering birthday party packages. You can too! To be successful, the party must be:

- Hassle-free for parents
- Fun for the kids
- Clean and safe
- Properly-managed

But remember, birthday party programs are developed for one main reason – a child is celebrating a birthday with their friends and family. This is a special once-a-year event and your location is a fun place to celebrate. Birthday parties should be memorable events for children and families. The emotions of love, happiness, security, feeling important should be the result of every memorable birthday experience.

So, how do you make that birthday party a memorable event for children? Do the unexpected:

- Pay attention to the birthday child. They always go first.
- Create a balloon animal or sculpture for the birthday child
- Tell jokes and silly one liners
- Play games with them. Let them make up games.
- Play their favorite music
- Play word games, do puzzles, tell stories

Other ideas:

- Know and use each guest's name
- Smile
- Ask parents if they want to join the fun
- Anticipate guests' needs.
- Offer photo opportunities
- Offer complimentary coffee to Mom
- Add a little "TLC"

Find out what your competition is doing and make your parties better. You want your birthday parents to tell their friends what a great job you did and how happy their child was after the event.

So, tell us what makes your Birthday Party program a success. Fort Hood – what makes your program a success? Fort Hamilton – what are you doing with your birthday party program? Anyone else? Share your information with me: Lisa Holland, CML 703-681-5212, DSN 761-5212, e-mail Lisa.Holland@cfsc.army.mil.

Answers to ServSafe Questions

1. A. True
2. A. False, insert the thermometer stem into the thickest part of the product.
3. A. False, wash, rinse, and sanitize a cutting board will prevent it from cross-contaminating the next product it touches.

Closing Thought

"If you don't stand for something, you'll fall for anything." ...Unknown



Visit us on the web: www.armythemes.com